

**Claims**

The claims defining the invention are as follows:

- 5        1. A method for managing an interactive TV application with one or more parameters dependent on a broadcasting platform, said method including the steps of:  
            configuring said interactive TV application based on said one or more parameters; and  
            managing said configured application on said broadcast platform dependent on  
10        the configuration of said application.
  
2.        The method of claim 1, further including the step of verifying said configured application, and wherein said managing step is performed on said verified and configured application.
  
- 15        3.        The method according to claim 1 or 2, wherein said managing step includes the step of deploying said configured application.
  
- 20        4.        The method according to claim 3, wherein said deploying step includes uploading said configured application into a playout device.
  
- 25        5.        The method according to claim 3, further including the step of approving said configured application, wherein said configured application is deployed dependent upon said approving step.
  
- 30        6.        The method according to claim 3, 4, or 5, wherein said deploying step includes the step of transmitting said configured application to one or more remote receivers of a broadcast network capable of using said configured application to provide an interactive TV service.

- 18 -

7. The method according to claim 3, 4, or 5, wherein said deploying step includes the step of testing said configured application.

8. The method according to claim 3, 4, or 5, wherein said deploying step  
5 includes the step of developing said configured application.

9. The method according to claim 4, further including the step of  
unloading said configured application.

10 10. The method according to claim 1, wherein said managing step includes  
one or more of the steps of: destroying said configured application, and archiving said  
configured application.

11. A system for managing an interactive TV application with one or more  
15 parameters dependent on a broadcasting platform, said system including:

means for configuring said interactive TV application based on said one or  
more parameters; and

means for managing said configured application on said broadcast platform  
dependent on the configuration of said application.

20 12. The system of claim 11, further including means for verifying said  
configured application, and wherein said managing means uses said verified and  
configured application.

25 13. The system according to claim 11 or 12, wherein said managing means  
includes means for deploying said configured application.

14. The system according to claim 13, wherein said deploying means  
includes means for uploading said configured application into a playout device.

- 19 -

15. The system according to claim 13, further including means for approving said configured application, wherein said configured application is deployed dependent upon said approving step.

5 16. The system according to claim 13, 14, or 15, wherein said deploying means includes means for transmitting said configured application to one or more remote receivers of a broadcast network capable of using said configured application to provide an interactive TV service.

10 17. The system according to claim 13, 14, or 15, wherein said deploying means includes means for testing said configured application.

18. The system according to claim 13, 14, or 15, wherein said deploying means includes means for developing said configured application.

15 19. The system according to claim 14, further including means for unloading said configured application.

20 20. The system according to claim 11, wherein said managing means includes means for destroying said configured application, and means for archiving said configured application.

21. A method for managing an interactive TV service on two or more different playout devices, said method including the steps of:  
modelling a single interactive TV service on said two or more different playout devices; and  
adapting an application dependent on said modelling means to provide two or more modified applications for use with said two or more playout devices, respectively, to provide said interactive TV service.

- 20 -

22. The method according to claim 21, further including the step of providing instructions and application data to each of said two or more playout devices.

5 23. The method according to claim 21, further including the step of providing said application to each of said two or more playout devices using a corresponding device adaptor for wrapping the control functionality provided by each respective playout device.

10 24. A system for managing an interactive TV service on two or more different playout devices, said system including:

means for modelling a single broadcast service on said two or more different playout devices; and

15 means for adapting an application dependent on said modelling means to provide two or more modified applications for use with said two or more playout devices, respectively, to provide said interactive TV service.

20 25. The method according to claim 24, further including means for providing instructions and application data to each of said two or more playout devices.

25 26. The method according to claim 24, further including means for providing said application to each of said two or more playout devices using a corresponding device adaptor for wrapping the control functionality provided by each respective playout device.

27. A method for granting access rights to operations on a broadcast platform, said method including the steps of:

generating privilege rules for using said broadcast platform; and

- 21 -

demarcating actions and roles that can be performed on said broadcast platform by each of at least two service providers in relation to an application of each service provider dependent upon said privilege rules.

5        28.      The method according to claim 27, wherein different privilege rules are generated for each application of said at least two service providers.

10       29.      The method according to claim 27, further including the step of providing said privilege rules to each of said at least two service providers, respectively.

30.      A system for granting access rights to operations on a broadcast platform, said system including:

15       means for generating privilege rules for using said broadcast platform; and  
means for demarcating actions and roles that can be performed on said broadcast platform by each of at least two service providers in relation to an application of each service provider dependent upon said privilege rules.

20       31.      The system according to claim 30, wherein different privilege rules are generated for each application of said at least two service providers.

25       32.      The system according to claim 30, further including means for providing said privilege rules to each of said at least two service providers, respectively.

33.      A distributed computer system for defining and managing rules by which a broadcast network provider grants privileges to an interactive TV service provider to interactive broadcast services, said system comprises:

a client computer for setting up said rules;

- 22 -

a server computer of a network provider for providing interactive broadcast service and demarcating rights that said interactive service provider is granted based on said rules; and

5 a server computer of said interactive TV service provider for providing said interactive application to said network provider and persisting a demarcation between said server computer of said network provider and said server computer of said interactive TV service provider.

34. The system according to claim 33, wherein said client computer grants  
10 privileges on a broadcast platform, which defines properties of a demarcation line.

35. The system according to claim 34, wherein said network provider  
server computer includes:

15 means for persisting said demarcation line properties;  
means for sending said demarcation line properties to said service provider  
server computer; and  
means for synchronising said demarcation line properties.

36. The system according to claim 35, wherein said network provider  
20 server computer authenticates that said interactive TV service provider has rights to  
perform desired operations on a particular interactive TV service as granted by said  
network provider using said demarcation line properties.

37. The system according to claim 33, wherein said service provider server  
25 computer includes:

means for receiving demarcation line properties; and  
means for persisting said demarcation line properties.

38. The system according to claim 37, wherein said service provider server  
30 computer authenticates that said interactive TV service provider has rights to perform

- 23 -

desired operations on a particular interactive TV service as granted by said network provider using said demarcation line properties.

39. The system according to claim 35, wherein said demarcation line

5 properties of said server computer of said network provider includes:

an interactive TV service provider name;

an interactive TV service identification;

defined user roles that said interactive service provider has been granted by said network provider; and

10 a definition of which broadcast platform operations that said user roles includes.

40. A system for managing interactive TV services on multiple platforms comprises:

15 two or more play-out systems, accessible via a plurality of networked computers, for receiving instructions and application data;

a software adaptor, wrapping control functionality provided by said play-out systems, per each play-out system; and

server software.

20

41. The system according to claim 40, wherein said server software manages:

persistence of play-out system specific data; and

said software adaptor deployed.

25

42. The system according to claim 40, wherein each interactive TV service introduced has a number of deployment configurations that hold data about each play-out system and settings of each play-out system.

30

43. The system according to claim 40, wherein said server software manages and handles digital signatures for applications that have been approved at

**- 24 -**

each of said different play-out systems, that an application cannot be put onto a production play-out system until said application has a digital signature from being approved at a test play-out system.

**5**